

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Amedeo Ferraro on 10/20/10.

The application has been amended as follows:

(a) Please amend the claims as follows:

1. (currently amended) A method for using an interactive video, the method comprising:

streaming the video from a remote location over an Internet protocol-based network and displaying the video on a visual display for a user, the video having at least one interface link associated therewith, the interface link adapted to be displayed on the visual display and being linked by a universal resource locator (URL) to ancillary content accessible over the network;

interacting, during the streaming of the video, in a single interaction with the interface link to both:

(a) interrupt, at the remote location, the streaming of the video at a point in time so as to prevent streaming of the video over the network; and

(b) transmit a request of the user for the ancillary content over the network to a remote site of the URL where the ancillary content is stored; delivering the ancillary content over the network and displaying the ancillary content on the visual display; and

Deleted: access the ancillary content;

Deleted: interrupting

Deleted: in response to the interacting with the interface link

Deleted: transmitting, after interrupting at the remote location the streaming of the video.

continuing the streaming of the video over the network from the point in time when the streaming of the video was interrupted after the interacting with the interface link.

16. (currently amended) A method for using an interactive video, the method comprising:

streaming the video from a remote location over an Internet protocol-based network and displaying the video on a visual display for a user, the video having at least one interface link associated therewith adapted to be displayed on the visual display, the interface link ~~being linked by a universal resource locator (URL) to provide access to ancillary content;~~

Deleted: providing

interacting, during the streaming of the video, ~~in a same interaction with the interface link to both;~~

Deleted: access the ancillary content;

Deleted: interrupting

~~(a) interrupt,~~ at the remote location, the streaming of the video over the network at a point in time so as to prevent streaming of the video over the network; ~~and~~

Deleted: in response to the interacting with the interface link

~~(b) access the ancillary content over the network to a remote site of the URL where the ancillary content is stored;~~

Deleted: accessing, after interrupting at the remote location the streaming of the video,

Deleted: by the user

displaying the ancillary content on the visual display; and

continuing the streaming of the video from the remote location over the network and continuing the display of the video on the visual display from the point in time when the streaming of the video was interrupted after the interacting with the interface link.

31. (currently amended) A method for displaying an interactive video, the method comprising:

streaming the video from a remote location over an Internet protocol-based network and displaying the video on a visual display for a user, the video having an embedded interface link associated therewith while the video is

displayed, the interface link being linked by a universal resource locator (URL) to ancillary content accessible over the network;

interacting, during the streaming of the video, with the interface link to

both:

(a) interrupt, at the remote location, the streaming of the video at a point in time so as to prevent streaming of the video over the network; and

(b) transmit a request of the user for the ancillary content over the network to a remote site of the URL where the ancillary content is stored; displaying the ancillary content on the visual display; and

continuing the streaming of the video over the network from the point in time when the streaming of the video was interrupted after the interacting with the interface link.

Deleted: access the ancillary content;

Deleted: interrupting

Deleted: in response to the interacting with the interface link

Deleted: transmitting, after interrupting at the remote location the streaming of the video.

32. (currently amended) The method of claim 31, wherein the interrupting of the streaming of the video includes pausing the video.

43. (currently amended) A method for displaying an interactive video, the method comprising:

streaming the video from a remote location over an Internet protocol-based network and displaying the video on a visual display for a user;

displaying an overlaid interface link with the video based on a time elapsed during the display of the video, the overlaid interface link being displayed through a feed separate from a feed of the video, the overlaid interface link being linked by a universal resource locator (URL) to ancillary content;

interacting, during the streaming of the video, with the interface link to

both:

(a) interrupt, at the remote location, the streaming of the video at a point in time so as to prevent streaming of the video over the network; and

Deleted: access the ancillary content;

Deleted: interrupting

Deleted: in response to the interacting with the interface link

(b) display on the visual display the ancillary content received over the network from a remote site of the URL where the ancillary content is stored; and

Deleted: displaying, after interrupting at the remote location the streaming of the video,

Deleted: on the visual display

continuing the streaming of the video over the network from the point in time when the streaming of the video was interrupted after the interacting with the interface link.

55. (currently amended) A method for conducting commerce over an Internet protocol-based network during the display of a video, the method comprising:

streaming the video from a remote site over the network to a user and displaying the video on a visual display, the video having an interface link associated therewith, the interface link being linked by a universal resource locator (URL) to a commerce site adapted to conduct commerce with the user that is accessible over the network;

interacting, during the streaming of the video, with the interface link during the display of the video to both,

Deleted:

Deleted: interrupting

(a) interrupt the streaming of the video at the remote site at a point in time so as to prevent streaming of the video over the network; and

Deleted: in response to the interacting with the interface link

(b) access over the network the commerce site linked by the URL;

Deleted: accessing, after interrupting at the remote location the streaming of the video,

displaying the commerce site on the visual display; and

continuing the streaming of the video from the remote site over the network from the point in time when the streaming of the video was interrupted after the accessing of the commerce site.

59. (currently amended) A method for creating an interactive video, the method comprising:

encoding and storing the video onto a remote storage medium at a first site;

creating a link program adapted to both:

(a) interrupt streaming of the video at the remote storage medium to prevent streaming of the video over an Internet protocol-based network to a second site; and

Deleted: site, the link program providing

(b) ~~access to~~ ancillary content accessible over the network with a universal resource locator (URL) to a remote site where the ancillary content is stored, the link program linking the ancillary content and the video to a point in time when the streaming of the video from the remote storage medium is interrupted;
associating the link program with the video;
streaming the video and the link program over the network;
displaying the video on the visual display;
interrupting, at the first site, the streaming of the video in response to interacting with the link program so as to prevent streaming of the video over the network; and
continuing the streaming of the video over the network from the point in time when the streaming of the video was interrupted.

(b) Please add the following claims:

- 95. (new) The method of claim 1, wherein the network includes a wireless network.
- 96. (new) The method of claim 16, wherein the network includes a wireless network.
- 97. (new) The method of claim 31, wherein the network includes a wireless network.
- 98. (new) The method of claim 43, wherein the network includes a wireless network.
- 99. (new) The method of claim 55, wherein the network includes a wireless network.

(c) Please cancel claims 66-70.

Allowable Subject Matter

2. The following is an examiner's statement of reasons for allowance:

As for claims 1 and 31, Armstrong (7017173) discloses streaming video from a remote location and displaying the video on a visual display for a user, the video having supplemental content associated therewith, the supplemental content adapted to be displayed on the visual display and being linked to ancillary content accessible over the network (col. 2, line 60-col. 3, line 3, col. 4, lines 47-63), interacting, during the streaming of the video to access the ancillary content (col. 5, line 62-col. 6, line 14), interrupting, at the remote location, the streaming of the video at a point in time in response to the interacting with the interface link so as to prevent streaming of the video over the network (col. 2, line 62-col. 3, line 3, col. 3, lines 35-39, col. 7, lines 50-54, col. 14, lines 9-16), transmitting, after interrupting at the remote location the streaming of the video, the transmission of the video at the remote location, a request for ancillary content over the network to a remote site where the ancillary content is stored (col. 7, lines 50-65), delivering the ancillary content and displaying the ancillary content on the visual display (col. 7, lines 60-66); and continuing the streaming of the video over the network from the point in time when the streaming of the video was interrupted after the interacting with the interface link (col. 14, lines 9-16). Krapf (6483986) discloses video having interface link associated therewith which is interacted with during the streaming of the video (col. 3, lines 44-56). Jutzi (7275254) discloses delivering content over an internet-protocol network (col. 10, lines 47-61, col. 6, lines 6-35). The prior art fails to disclose the

interface link being linked by a universal resource locator (URL) to ancillary content, once the user interacts with the interface link, both content is interrupted at the remote location from being streamed over the network, and a request is transmitted for the ancillary content over the network to a remote site of the URL where the ancillary content is stored.

As for claim 16, Armstrong (7017173) discloses streaming video from a remote location and displaying the video on a visual display for a user, the video having supplemental content associated therewith, the supplemental content adapted to be displayed on the visual display and being linked to ancillary content accessible over the network(col. 2, line 60-col. 3, line 3, col. 4, lines 47-63), interacting, during the streaming of the video to access the ancillary content (col. 5, line 62-col. 6, line 14), interrupting, at the remote location, the streaming of the video at a point in time in response to the interacting with the interface link so as to prevent streaming of the video over the network (col. 2, line 62-col. 3, line 3, col. 3, lines 35-39, col. 7, lines 50-54, col. 14, lines 9-16), transmitting, after interrupting at the remote location the streaming of the video, the transmission of the video at the remote location, a request for ancillary content over the network to a remote site where the ancillary content is stored (col. 7, lines 50-65), displaying the ancillary content and displaying the ancillary content on the visual display (col. 7, lines 60-66); and continuing the streaming of the video over the network from the point in time when the streaming of the video was interrupted after the interacting with the interface link (col. 14, lines 9-16). Krapf (6483986) discloses video having interface

link associated therewith which is interacted with during the streaming of the video (col. 3, lines 44-56). Jutzi (7275254) discloses delivering content over an internet-protocol network (col. 10, lines 47-61, col. 6, lines 6-35). The prior art fails to disclose the interface link being linked by a universal resource locator (URL) to ancillary content, once the user interacts with the interface link, both content is interrupted at the remote location from being streamed over the network, and access is provided to the ancillary content over the network to a remote site of the URL where the ancillary content is stored.

As for claim 43, Armstrong (7017173) discloses streaming video from a remote location and displaying the video on a visual display for a user, the video having supplemental content associated therewith, the supplemental content adapted to be displayed on the visual display and being linked to ancillary content accessible over the network (col. 2, line 60-col. 3, line 3, col. 4, lines 47-63), interacting, during the streaming of the video to access the ancillary content (col. 5, line 62-col. 6, line 14), interrupting, at the remote location, the streaming of the video at a point in time in response to the interacting with the interface link so as to prevent streaming of the video over the network (col. 2, line 62-col. 3, line 3, col. 3, lines 35-39, col. 7, lines 50-54, col. 14, lines 9-16), transmitting, after interrupting at the remote location the streaming of the video, the transmission of the video at the remote location, a request for ancillary content over the network to a remote site where the ancillary content is stored (col. 7, lines 50-65), delivering the ancillary content and displaying the ancillary content on the visual display

(col. 7, lines 60-66); and continuing the streaming of the video over the network from the point in time when the streaming of the video was interrupted after the interacting with the interface link (col. 14, lines 9-16). Krapf (6483986) discloses video having interface link associated therewith being linked to the ancillary content which is interacted with during the streaming of the video (col. 3, lines 44-56). Jutzi (7275254) discloses delivering content over an internet-protocol network (col. 10, lines 47-61, col. 6, lines 6-35). Butler (2002/0007493) teaches displaying content based on timing specifications for the advantage of indicating times for displaying content relative to the video stream ([0019]). The prior art fails to disclose the interface link being linked by a universal resource locator (URL) to ancillary content, once the user interacts with the interface link, both content is interrupted at the remote location from being streamed over the network, and on the visual display, the ancillary content received over the network from a remote site of the URL where the ancillary content is stored is displayed.

As for claim 55, Armstrong (7017173) discloses streaming video from a remote location and displaying the video on a visual display for a user, the video having supplemental content associated therewith, the supplemental content adapted to be displayed on the visual display and being linked to ancillary content accessible over the network (col. 2, line 60-col. 3, line 3, col. 4, lines 47-63), interacting, during the streaming of the video to access the ancillary content (col. 5, line 62-col. 6, line 14), interrupting, at the remote location, the streaming of the video at a point in time in response to the interacting with the interface link so as to prevent streaming of the video over the

network (col. 2, line 62-col. 3, line 3, col. 3, lines 35-39, col. 7, lines 50-54, col. 14, lines 9-16), transmitting, after interrupting at the remote location the streaming of the video, the transmission of the video at the remote location, a request for ancillary content over the network to a remote site where the ancillary content is stored (col. 7, lines 50-65), delivering the ancillary content and displaying the ancillary content on the visual display (col. 7, lines 60-66); and continuing the streaming of the video over the network from the point in time when the streaming of the video was interrupted after the interacting with the interface link (col. 14, lines 9-16). Krapf (6483986) discloses video having interface link associated therewith which is interacted with during the streaming of the video (col. 3, lines 44-56). Jutzi (7275254) discloses delivering content over an internet-protocol network (col. 10, lines 47-61, col. 6, lines 6-35). Kikinis discloses (5929849) the interface link being linked to a commerce site adapted to conduct commerce with the user that is accessible over the network, accessing the commerce site, and displaying the commerce site on the visual display (col. 7, lines 1-17, col. 8, lines 35-38, col. 9, lines 9-24). The prior art fails to disclose once the user interacts with the interface link, both content is interrupted at the remote location from being streamed over the network, and access is provided over the network to the commerce site linked by the URL.

As for claim 59, Armstrong (7017173) discloses streaming video from a remote location and displaying the video on a visual display for a user, the video having supplemental content associated therewith, the supplemental content adapted to be

displayed on the visual display and being linked to ancillary content accessible over the network (col. 2, line 60-col. 3, line 3, col. 4, lines 47-63), interacting, during the streaming of the video to access the ancillary content (col. 5, line 62-col. 6, line 14), interrupting, at the remote location, the streaming of the video at a point in time in response to the interacting with the interface link so as to prevent streaming of the video over the network (col. 2, line 62-col. 3, line 3, col. 3, lines 35-39, col. 7, lines 50-54, col. 14, lines 9-16), transmitting, after interrupting at the remote location the streaming of the video, the transmission of the video at the remote location, a request for ancillary content over the network to a remote site where the ancillary content is stored (col. 7, lines 50-65), delivering the ancillary content and displaying the ancillary content on the visual display (col. 7, lines 60-66); and continuing the streaming of the video over the network from the point in time when the streaming of the video was interrupted after the interacting with the interface link (col. 14, lines 9-16). Krapf (6483986) discloses video having interface link associated therewith which is interacted with during the streaming of the video (col. 3, lines 44-56). Jutzi (7275254) discloses delivering content over an internet-protocol network (col. 10, lines 47-61, col. 6, lines 6-35). Kikinis (5929849) discloses encoding and storing the video onto a remote storage medium at a first site and delivering the link program (col. 6, lines 64-67, col. 7, lines 1-10). The prior art fails to disclose creating a link program such that once the user interacts with the interface link, both content is interrupted at the remote location from being streamed over the network, and access is provided to ancillary content over the network with a universal resource locator (URL) to a remote site where the ancillary content is stored.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SUMAIYA A. CHOWDHURY whose telephone number is (571)272-8567. The examiner can normally be reached on Mon-Fri, 9-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Miller can be reached on (571) 272-7353. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Hunter B. Lonsberry/
Primary Examiner, Art Unit 2421

/Sumaiya A Chowdhury/
Examiner, Art Unit 2421